

# Actions from Task and Finish Travel Plan Group 27<sup>th</sup> June 2013

## 1. What is a Travel Plan?

### 1.1 What is a Travel Plan?

A TP provides a strategy for managing travel demand and involves a dynamic process of implementation, monitoring and review to ensure that it is sustainable over the long-term. The underlying aim of any TP is to minimise the number of single occupancy private car trips generated by a development, by encouraging a shift to more sustainable modes of transport, as a result mitigating the impact of travel.

The key roles of this TP are as follows:

- to ensure that appropriate infrastructure is implemented at the proposed Headquarters/ Joint Control development to encourage sustainable travel;
- to survey existing staff travel habits;
- to develop and present site specific measures / initiatives to encourage modal share which favours sustainable travel modes; and
- To present a strategy for continuously monitoring and reviewing the sustainable travel initiatives to ensure that they continually address the needs of staff and visitors at the Headquarters/ Joint Control.

A TP is a way of managing how people travel to a particular area or organisation. This TP addresses:

- staff travelling to and from the workplace;
- visitor travel to and from the Headquarters/ Joint Control;
- staff travel modes for work; and
- Deliveries to and from the Headquarters/ Joint Control.

### 1.2 The key objectives of this Travel Plan are as follows:

The key objectives of the TP will be taken forward by a TP co-ordinator and he/she will seek to:

- reduce the need to travel by car to and from the site;
- promote the health and cost benefits of cycling, walking and using public transport;
- promote the cost benefits of car sharing;
- provide clear information to staff on sustainable modes of travel to and from the Headquarters/ Joint Control;
- provide information to visitors on the alternative sustainable modes of travel; and
- Enhance safety and security for staff travelling to and from the site.

### 1.3 Legal framework for developing an organisational Travel Plan and commuter targets

- **Planning Policy Guidance Note 13 – Transport (PPG – 13)** The revised Planning Policy Guidance Note, PPG13 was subsequently published in March 2001, emphasising the need to coordinate land use and transport policies more effectively; reinforcing the message that new developments must be located and designed in ways that reduce both the need to travel and the dependence on the private car.
- **DASTS Developing a Sustainable Transport System** The Government launched its new Transport Strategy White Paper document in November 2008; the document took into account the uncertain economic conditions that were occurring at the time and that were predicted for the next few years.

The report outlines the Government's five goals for transport, focusing on the challenge of delivering strong economic growth while at the same time reducing both domestic and international greenhouse emissions.

- **Local Transport Plan (LTP)** In April 2011, Sefton Council, along with Knowsley, Wirral, Liverpool, St. Helens Councils and Merseytravel jointly submitted the third Merseyside Local Transport Plan (LTP) to Central Government. The LTP covers the period 2011 to 2024 and builds upon the transport strategy introduced in the second LTP.  
The current LTP describes the approach being taken to improve the transport choices for everyone in the area, and aims to provide 'A city region committed to a low carbon future, which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice'.
- **Air Quality Action Plan** Liverpool City Council requires an Air Quality Action Plan because it is forecast that annual average concentrations of nitrogen dioxide (NO<sub>2</sub>) in two areas of the City will exceed the national target for 2005. In accordance with legislation, two Air Quality Management Areas (AQMAs) have been declared:
  - AQMA1 - Liverpool City centre
  - AQMA2 - Liverpool M62/ Rocket Junction area
- Part IV of the Environment Act 1995 provides the framework for Local Air Quality Management (LAQM) in the UK and local authorities' duties under this act.
- The transport theme gives a clear commitment to the development of a Travel Plan for Liverpool City Council, as well as adoption of travel plans by hospitals, universities and schools. This gives clear and unequivocal linkage of the Air Quality Action Plan to core strategies for the City and linking initiatives or supporting strategies.
- **Local Transport Plan 3** The Third Local Transport Plan for Merseyside became active from 1st April 2011.  
The plan sets out the implementation plans in the short term to 2015 and looks to the longer term strategy for 2024 on how to improve transport in Merseyside.  
The Third Local Transport Plan has the following vision;  
'A city region committed to a low carbon future, which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice'.
- **Climate Change Act 2008** Commits the UK to reducing Emissions of carbon dioxide (CO<sub>2</sub>) by:
  - 26% by 2020
  - 80% by 2050

## 2. Targets

### Approach taken in setting commuter mode targets

- Up to doubling the existing modal split, so as to be achievable
- Not exceeding 'alternatives thought easily taken' survey response
- Stretching ourselves with car sharing target as within our gift to promote & limit spaces

- Taking into consideration the Merseyside wide LSTF (Local Sustainable Transport Fund) target of a modal shift of between 4.3% - 10% (supplied by Tom Foulkes of Merseytravel)
- Taking into consideration the National Census derived commuter modal split.

### Why MFRS is proposing to adopt a 10% modal shift target

- 10% is the top end of the target range proposed by Merseytravel
- MFRS are historically ambitious with aspirational Environmental Targets (last CO<sub>2</sub> reduction target was 30%)
- Not achieving targets is still viewed positively if a good result still achieved (23% for last CO<sub>2</sub> reduction target)
- As a Public Sector body, MFRS is obliged to contribute to the UK Climate Change Act targets
- As a Public Sector body, MFRS should be seen as leading by example for members of the public and other public sector, private sector and 3<sup>rd</sup> sector organisations
- MFRS have a well-deserved reputation for sustainable transport work, including Business in the Community Big Tick award, Dept. for Transport case study, Merseytravel 'Best Travel Plan' awards

### National Census derived commuter modal splits

Area name	ENGLAND AND WALES	ENGLAND	NORTH WEST	Merseyside (Met County)
<b>Work mainly at or from home</b>	6.9	6.9	5.9	<b>4.5</b>
<b>Train combined</b>	5.6	5.9	2.1	<b>3.5</b>
<b>Bus, minibus or coach</b>	4.6	4.7	5	<b>6.6</b>
<b>Taxi</b>	0.3	0.3	0.5	<b>0.7</b>
<b>Motorcycle, scooter or moped</b>	0.5	0.5	0.4	<b>0.3</b>
<b>Driving a car or van</b>	35	34.8	36.8	<b>32.2</b>
<b>Passenger in a car or van</b>	3.2	3.2	3.7	<b>3.6</b>
<b>Bicycle</b>	1.8	1.8	1.3	<b>1.1</b>
<b>On foot</b>	6.3	6.3	6.3	<b>5.7</b>
<b>Other method of travel</b>	0.3	0.3	0.3	<b>0.4</b>
<b>Not in employment</b>	35.5	35.3	37.7	<b>41.4</b>

### Proposal of 'whole MFRS' targets, for Authority approval:

Usual travel mode	Present Modal split	Proposed Whole MFRS travel targets
<b>Car on own</b>	<b>57%</b>	<b>47%</b>
<b>Car share</b>	<b>12%</b>	<b>15%</b>
<b>Bicycle</b>	<b>20%</b>	<b>23%</b>
<b>Walk</b>	<b>4%</b>	<b>6%</b>
<b>Train</b>	<b>3%</b>	<b>4%</b>
<b>Motorbike or Moped</b>	<b>2%</b>	<b>2%</b>
<b>Bus</b>	<b>2%</b>	<b>3%</b>
<b>Home/ Remote working</b>		
<b>Car Modal Shift</b>		<b>10%</b>

### 3. Specific actions common to all MFRS Travel Plans - staff

**Key:**

- Potential Initiative for consideration highlighted blue.
- Already incorporated into the design of the development highlighted green.
- To be established within 3 month occupation of the site highlighted orange.
- In place within Merseyside Fire and Rescue Service already highlighted yellow

Initiative	Responsibility / Ownership	Timescale
<b><i>Public Transport provides a sustainable alternative to the private car. Access is available to and from Headquarters/ Joint Control predominantly by the numerous bus services available in the immediate vicinity</i></b>		
Ensure information on traveling by bus is kept up to date via a notice-board of information.	The TP Co-ordinator is responsible for producing and disseminating leaflets publicising bus travel information for staff ensuring that information on travelling by bus is kept up to date.	Green Travel Boards are already in place in MFRS, with bus & train timetables and route maps. Environmental Champion is in place and responsible for keeping board updated.
Produce and disseminate leaflets publicising bus travel information for staff.		
Personal journey plans for traveling by bus will be available on request for staff as not everyone will be familiar or comfortable in using the services.	The TP co-ordinator will be responsible for organising personal journey plans for staff.	This will be established within 3 month occupation of the Headquarters/ Joint Control.
Provision of discounted ticketing on bus season tickets for employees.	The TP co-ordinator will investigate the potential for interest free loans and discounted ticketing for bus season tickets.	Potential initiative for consideration.
Negotiation of improved bus services, i.e. altering bus routes.	The TP co-ordinator will be responsible for negotiating with third parties on the improvement of bus services.	Potential initiative for consideration.
Provision of bus and train 'taster ticket' campaigns	The TP Coordinator will arrange more taster ticket events with partners at Merseytravel.	It is proposed to hold this event annually at Service Headquarters/ Joint Control as site with highest number of staff.
Investigate and address concerns of 2 staff who perceived potential for hate crime on public transport	MFRS & Merseyside Police Diversity Managers & Merseytravel to investigate.	Working group to be set up within 3 months of occupation.
<b><i>Private Car usage, where there are no suitable alternatives, will be controlled to reduce congestion and ease pressures on parking.</i></b>		
Expand car share spaces on our two busiest sites (SHQ and TDA), with signage and road marking.	Already incorporated into the design of the development	Already incorporated into the design of the Headquarters/ Joint Control building.
Encourage as many staff as possible to share their journeys to the Headquarters/ Joint Control (where possible).	The TP co-ordinator will establish staff car sharing by using survey information to identify potential car share partners.	Staff car sharing links will be established within 3 months occupation of the Headquarters/ Joint Control.
Limit the number of car parking spaces at the Headquarters/ Joint Control.	Already incorporated into the design of the development	Already incorporated into the design of the Headquarters/ Joint Control building.
Provide an 'Emergency Lift Home' for those members of staff who car share.	The TP Coordinator will establish an emergency lift home for members of staff who are car sharing	This will be established within 3 months occupation of the Headquarters/ Joint Control development.
Encourage use of the Merseyside Car Share website:	The TP Coordinator will ensure that	This will be established within 3

Initiative	Responsibility / Ownership	Timescale
<a href="http://www.mersecarshare.org">www.mersecarshare.org</a> or develop Headquarters/ Joint Control as a special group within the car share website.	the Merseyside Car Share Website is utilised amongst staff members located at Headquarters/ Joint Control.	months occupation of the Headquarters/ Joint Control.
Provide a Giant car share map/ pin board in staff restaurant for staff to show approximate home location/ contact details, to facilitate car sharing	The TP Coordinator will ensure that the map and board are put in place and promoted through car share events	This will be established within 3 months occupation of the Headquarters/ Joint Control.
Repeat the car share 'postcode breakfast' event (staff invited in postcode clusters) and presentations to facilitate car share partnering – Fire & Police combined	The TP Coordinator will design and coordinate the events. Authorities to ensure mandatory attendance	This will be established within 3 months occupation of the Headquarters/ Joint Control.
Consider car share partnering events with large neighbouring businesses (e.g. Atlantic Park, Shop Direct and Santander).		
An MFRS portal on <a href="http://www.liftshare.org">www.liftshare.org</a> website could be bought for the Fire Service to establish a staff only car share database.	The TP Coordinator will establish the potential for this initiative	Potential initiative for consideration.
Introduce a charge for the use of the staff car park.	The TP Coordinator will establish the potential for this initiative.	Potential initiative for consideration.
<b><i>Walking (best suited to journeys under 2 miles)</i></b>		
Promote walking, for staff that live or work within 2 miles of the Headquarters/ Joint Control.	The TP co-ordinator will promote walking for staff that live or work within 2 miles of the Headquarters/ Joint Control.	The promotion of walking for staff within 2 miles of the Headquarters/ Joint Control will be undertaken within 3 months occupation of the site.
Provide well-maintained and lit internal pedestrian linkages across the site. Ensure that on-site pedestrian linkages are kept clear from obstructions such as parked cars.	The provision of well-maintained and lit internal pedestrian linkages will be incorporated into the design of the Headquarters/ Joint Control.	To be incorporated into the design of the Headquarters/ Joint Control.
Provide safe, secure, well-lit and prioritised pedestrian routes in the vicinity of the Headquarters/ Joint Control.	The design of pedestrian routes will be incorporated into the design of the Headquarters/ Joint Control.	To be incorporated in to the design of the Headquarters/ Joint Control.
Provide cloakroom, shower facilities, storage lockers and drying facilities at suitable locations for staff to use within the Headquarters/ Joint Control.	The TP co-ordinator facilities have been incorporated into the design of the Headquarters/ Joint Control.	Already incorporated into the design of the Headquarters/ Joint Control.
Safe walking routes will be identified through an accessibility audit and these will subsequently be presented on a specific walker's map.	The TP co-ordinator to undertake the accessibility audit and create a map of safe walking routes to and from the Headquarters/ Joint Control.	To be completed within 3 month occupation of the Headquarters/ Joint Control.
Development of a walk-share scheme, to establish walking partners and provide added security, particularly during darkness.	The TP co-ordinator will establish walking partners.	To be completed within 3 months occupation of the Headquarters/ Joint Control.
<b><i>Cycling and Motorcycling offer a more environmentally friendly alternative to travel by private car and are more space efficient with respect to parking and congestion.</i></b>		
Promote cycling, in particular for journeys of between 2 and 6 miles in length.	The TP co-ordinator will be responsible for promoting cycling for journeys between 2 and 6 miles in length.	This initiative will be in place within 3 months occupation of the site.
Provide secure, covered and accessible cycle parking within the grounds of the proposed Headquarters/	Secure and accessible cycle parking will be incorporated into the design of the Headquarters/ Joint	Already incorporated into the design of the Headquarters/ Joint Control.

Initiative	Responsibility / Ownership	Timescale
Joint Control.	Control.	
Provide lockers, changing and shower facilities within the building.	Lockers, changing and showering facilities will be incorporated into the design of the building.	Already incorporated into the design of the building.
Provide open cycle racks at main entrance to site and by relocated Conference Centre entrance	Construction Team	Already incorporated into the design of the building.
<i>Provide additional secure cycle sheds if capacity reached with planned capacity of 40 spaces</i>	The TP co-ordinator will be responsible for monitoring usage, Construction Team to supply shelters as needed.	Usage and new shelter supply will be established within 3 months occupation of the site.
Safe cycle route maps to and from the Headquarters/ Joint Control will be provided for staff.	The TP co-ordinator will be responsible for providing safe cycle route maps.	Green Travel Boards are already in place, with cycle route maps both on display and available. Environmental Champion is in place and responsible for keeping board updated.
Regular promotional events to encourage cycling.	The TP co-ordinator will establish regular promotional events to encourage cycling.	Regular cycling promotional events are already in place with Bike Doctor maintenance in each District, Goody bags for Cycle Commuters and regular Cycle to Work Schemes. Site being considered for large 'Cycling and Health' event during the summer.
Free cycle training.	The travel plan co-coordinator will establish the potential for free cycle training amongst staff.	In place already c/o TravelWise/ BikeRight! Funding for both Bikeability and Maintenance Training
The provision of cycle lanes, direct routes, appropriate tactile surfaces, well lit and signposted to other amenities, public transport nodes and adjoining offsite cycle routes.	The potential to lobby for provision of cycle lanes (well lit, signposted and direct routes and tactile surfaces) to other amenities, public transport nodes and off site cycle routes will be established by the TP co-coordinator.	Potential initiative for consideration.
Offering of financial incentives such as interest free loans, discounted purchase prices and/or preferential insurance rates for cyclists.	The TP co-ordinator will investigate the potential for introducing incentives such as interest free loans, discounted purchase prices and preferential insurance rates for cyclists.	Cycle to Work Scheme in place already and widely taken up by staff.
Free cycle checks	The TP co-ordinator will establish the potential for conducting free cycle checks	In place already via both Cycle to Work Scheme and periodic campaigns with Bike Doctor Scheme in each District.
<b><i>Other Initiatives. Informative measures and the provision of additional physical measures can assist in the reduction and the reliance for travel by private cars.</i></b>		
Establish a Working Group or Travel Plan Group. The Headquarters/ Joint Control staff will be encouraged to assist with implementing the Travel Plan. Tasks will include:  - Implementing and promoting measures outlined in this table - based on the results of the staff survey, - Setting targets based on the results of the staff survey, and - Re-setting targets.	A travel plan working group will be established by the TP co-coordinator.	In place already via Environmental Manager and network of Environmental Champions throughout MFRS.
Inform Staff of the health and fitness benefits of cycling and walking through posters and notice boards situated in prominent locations.	The TP co-ordinator will post notice boards and posters in prominent locations to inform staff of the health and fitness benefits of cycling and walking.	Cycle Promotion posters and guided cycle event posters are already in place on Green Travel Boards at all MFRS premises.
Provide space in prominent locations for notice boards and information points on travel by non-	The TP co-ordinator will provide space in prominent locations for notice	Green Travel Boards are already in place, with bus & train timetables and

Initiative	Responsibility / Ownership	Timescale
car modes of transport.	boards and information points on travel by non-car modes of transport.	route maps. Environmental Champion is in place and responsible for keeping board updated.
National events such as 'Green Travel Week' and 'In Town without My Car Day' will be held in order to raise the profile of the Travel Plan with staff.	The TP co-coordinator will establish these national events, at Headquarters/ Joint Control, in order to raise the profile of the travel plan with staff.	This will be established within 3 months occupation of the site.  Information emails to all MFRS are sent to mark key campaigns such as Car Free Day, Earth Hour and Fairtrade Fortnight.
Introduce BT MeetMe and Microsoft LiveMeeting (or similar) to reduce the need to travel to HQ for meetings	The TP co-coordinator to set up a BT MeetMe account and web-sharing facility.	This will be established within 3 months occupation of the site.
Consider introducing a flexible and remote working policy to encourage Fire Service staff to work from home or other MFRS sites	The TP Coordinator will prepare Authority Paper for consideration.	Potential initiative for consideration – based on model of Environment Agency and Winchester Council.
Consider introducing desk to desk VC facility across MFRS to reduce the need to travel to HQ for meetings	The TP Coordinator will prepare Authority Paper for consideration in partnership with ICT Function.	Potential initiative for consideration, with support from MFRS Carbon Management Board
Consider alternative shift patterns for operational staff to reduce commuting impacts (e.g. 24 hour shifts)	The TP Coordinator will prepare Authority Paper for consideration	Potential initiative for consideration, with support from MFRS Carbon Management Board
Change timings of 2:2:4 shifts to reduce rush hour congestion (e.g. change from 9a.m/ 6p.m to 10a.m/ 7pm or 7a.m/4p.m	The TP Coordinator will prepare Authority Paper for consideration	Potential initiative for consideration, with support from MFRS Carbon Management Board
Widen flexi time bands from 7.30a.m-6.30p.m to e.g. 6a.m – 9p.m to reduce rush hour congestion	The TP Coordinator will prepare Authority Paper for consideration	Potential initiative for consideration, with support from MFRS Carbon Management Board

#### 4. Specific actions common to all MFRS Travel Plans - visitors

##### Key:

Potential Initiative for consideration highlighted blue.

Already incorporated into the design of the development highlighted green.

To be established within 3 month occupation of the site highlighted orange.

In place within Merseyside Fire and Rescue Service already highlighted yellow

Visitor Initiatives		
Initiative	Responsibility / Ownership	Timescale
<b>Walking and Cycling</b>		
Provide cycle racks for visitors at reception and conference centre entrances	Construction Project Team	To be installed during construction phase.
Provide cycle route maps at reception and by conference centre entrance	The Travel Plan Co-ordinator/ Site Manager/ Station Environmental Champion	In place already
Inform visitors of the health benefits of walking and cycling to and from the Headquarters/ Joint Control. For example	The Travel Plan Co-ordinator/ Site Manager/ Station Environmental Champion	Within 3 months occupation of the new building.

via the use of posters and leaflets made available at each of the sites		
<b>Public Transport (Rail and Bus)</b>		
Liaise with Merseytravel to arrange for regular Merseytravel leaflets and updates of both bus and rail timetables to be made available from the Headquarters/ Joint Control.	The Travel Plan Co-ordinator.	Within 3 months occupation of the new building.
Ensure that a notice board is implemented at the stations with up to date transport information and information on developments with the travel plan.	The Travel Plan Co-ordinator/ Station Environmental Champion	In place across MFRS
<b>Other Initiatives</b>		
The production of a printed <i>How to get to Guide</i> to reach certain facilities from the site and this will include details of access by all modes.	The Travel Plan Co-ordinator/ Merseytravel's TravelWise Team	Within 3 months occupation of the new building.
Information on access to the site by all modes will be included on both the internet and within letters sent out to the public.	The Travel Plan Co-ordinator/ Site Manager	Within 3 months occupation of the new building.
Monitor the use of the car park by visitors and ensure those visitors driving to the Headquarters/ Joint Control have the appropriate information to make informed decisions about their travel choices.	The Travel Plan Co-ordinator/ Site Manager/ Station Environmental Champion	Within 3 months occupation of the new building.

## 5. Interim report on Cycle to Work Scheme uptake

The Halfords managed scheme is (of 20<sup>th</sup> June 2013) half way through the 2 month application window. Already, it is the most successful scheme yet, with the highest uptake and the highest average spend of any previous MFRS spend, and is commensurate with the high levels of cycling identified in all previous staff travel surveys:

Staff Take-up rate: 14% (20% of staff presently cycle to work according to last travel survey)

Average spend: £792

Year	Number of Cycles	Cycle spend
2007	108	£65,238
2008	44	£32,617
2009	168	£113,210
2011	178	£140,445
2013	182	£144,250